Appl. No. : 09/377,322
Filed : August 19, 1999

5. (Amended) The method of Claim 1, wherein electronically notifying comprises supplementing a product detail page requested by the first user during online browsing of the electronic catalog.

12. (Amended) The method of Claim 1, wherein electronically notifying the first user comprises presenting the first user an option to chat online with the second user.

13. (Amended) A system for assisting users of an online store in evaluating items of an electronic catalog of items, the system comprising:

a data structure which maps items from the catalog to users that have purchased such items; and

a personalization process which responds to an online request by a first user to view a description of an item from the catalog by at least (a) accessing the data structure to identify a second user that both has purchased the item and is a member of a community associated with the first member, and (b) displaying contact information of the second user to the first user in conjunction with the description of the item such that the contact information is presented to the second user during browsing of the electronic catalog.

18. (Amended) A method of assisting a first user in evaluating a merchant, comprising:

identifying a community associated with the first user;

identifying a second user that is a member of the community and that has engaged in business with the merchant; and

electronically notifying the first user of the contact information of the second user to allow the first user to communicate with the second user about the merchant, wherein electronically notifying the first user comprises personalizing a web page requested by the first user during a browsing session.

Please add the following new claims:

25. (New) The method of Claim 1, wherein the method is performed during online browsing of the electronic catalog by the first user.

26. (New) The method of Claim 1, wherein the community is a private community.

27. (New) The method of Claim 1, wherein the community consists of users listed in an electronic address book of the first user.

-5-

Appl. No.   :   **09/377,322**
Filed   :   **August 19, 1999**

28. (New) The system of Claim 13, wherein the personalization process displays the contact information of the second user by supplementing a catalog page requested by the first user.

29. (New) The system of Claim 13, wherein the community is an explicit membership community.

30. (New) The system of Claim 13, wherein the community is an implicit membership community.

31. (New) The system of Claim 13, wherein the community is a private community.

32. (New) The system of Claim 13, wherein the community consists of users listed in an electronic address book of the first user.

33. (New) The method of Claim 18, wherein the community is an explicit membership community of which the first user is a member.

34. (New) The method of Claim 18, wherein the community is a private community.

35. (New) The method of Claim 18, wherein the community is based on an electronic address book of the first user.

36. (New) An electronic catalog system, comprising:

an electronic catalog of items that are available for purchase, the electronic catalog including pages that include descriptions of the items, and providing functionality for online users to select items to purchase;

a database which stores information about a plurality of groups of users, wherein each group represents a subset of a general user population; and

a personalization component which is responsive, to an online request from a first user for a catalog page that includes a description of a first item, by at least (a) determining whether the first item has been purchased by a second user who belongs to a selected group of said plurality of groups, said selected group being associated with the first user, and (b) in response to detecting that the first item has been purchased by the second user, notifying the first user during browsing of the electronic catalog that the first item has been purchased by the second user.

37. (New) The electronic catalog system of Claim 36, wherein the selected group consists of a set of contacts of the first user.

-6-

38. (New) The electronic catalog system of Claim 36, wherein the selected group consists of users listed in an electronic address book of the first user.

39. (New) The electronic catalog system of Claim 36, wherein the personalization component notifies the first user that the first item has been purchased by the second user by supplementing the catalog page requested by the first user.

40. (New) The electronic catalog system of Claim 36, wherein the personalization component further provides contact information of the second user to the first user.

41. (New) The electronic catalog system of Claim 36, wherein the personalization component further provides an option for the first user to send a message to the second user.

42. (New) The electronic catalog system of Claim 36, wherein the selected group consists of members of an explicit membership community.

43. (New) The electronic catalog system of Claim 36, wherein the selected group consists of members of an implicit membership community.

44. (New) The electronic catalog system of Claim 36, wherein the selected group is a private group of users.

45. (New) A method of assisting users in selecting items to purchase from an electronic catalog of items, the method comprising:

maintaining purchase history data for each of a plurality of users of the electronic catalog;

maintaining community data indicative of user memberships within specific user communities, wherein each of the user communities represents a respective subset of a general user population;

monitoring online browsing of the electronic catalog by a first user to detect that an item accessed by the first user has been purchased by a second user that is a member of a community associated with the first user, as reflected by the purchase history data and the community data; and

in response to detecting that the item has been purchased by the second user, supplementing a catalog page requested by the first user to include a notification that the item has been purchased by the second user.

-7-

Appl. No.   :   09/377,322
Filed   :   August 19, 1999

46. (New) The method of Claim 45, further comprising, in response to detecting that the item has been purchased by the second user, providing an option to the first user to send a message to the second user.

47. (New) The method of Claim 46, wherein providing an option to the first user comprises providing an option to send an instant message to the second user.

48. (New) The method of Claim 45, wherein the community is an explicit membership community.

49. (New) The method of Claim 45, wherein the community is an implicit membership community.

50. (New) The method of Claim 45, wherein the community is a private community.

51. (New) The method of Claim 45, wherein the community consists of a set of contacts of the first user.

52. (New) The method of Claim 45, wherein the community consists of users included in an address book of the first user.

53. (New) A method of assisting users in selecting items to purchase from an electronic catalog of items, the method comprising:

maintaining purchase history data for each of a plurality of users of the electronic catalog;

maintaining personal address book data for each of a plurality of the users;

monitoring online browsing of the electronic catalog by a first user to detect that an item accessed by the first user has been purchased by a second user that is included in a personal address book of the first user, as reflected by the purchase history data and the personal address book data; and

in response to detecting that the item has been purchased by the second user, supplementing a catalog page requested by the first user to include a notification that the item has been purchased by the second user.

54. (New) The method of Claim 53, wherein the notification includes contact information of the second user.

-8-